

Message Text

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H - MR. NELSON

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FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

INFO AMCONSUL OSAKA KOBE

UNCLAS STATE 105175

E.O. 11652: N/A

TAGS: EINV, JA, US

SUBJECT: RUMORED TOYOTA INVESTMENT IN US

1. CONGRESSMAN DUPONT (DELAWARE) HAS ASKED THAT FOLLOWING MESSAGE BE TRANSMITTED TO MR. EIJI TOYODA, PRESIDENT, TOYOTA MOTOR CO., TOYOTA, CHO, TOYOTA, AICHI 471 JAPAN, WITH COURTESY COPY TO MR. S. KATO, PRESIDENT, TOYOTA MOTOR SALES CO., 3-18 KUDAN-MINAMI 2-CHOME, CHIYODA-KU, TOKYO.

2. QUOTE: DEAR PRESIDENT TOYODA. TODAY'S WALL STREET JOURNAL REPORTS THAT YOUR CORPORATION IS IN THE INITIAL STAGES OF CONSIDERING THE LOCATION OF A MANUFACTURING UNIT FOR YOUR PRODUCTS IN THE UNITED STATES. WHILE YOUR DELIBERATIONS ON THIS MATTER ARE IN THEIR INITIAL PHASE, I WANTED TO BRING TO YOUR ATTENTION THE ADVANTAGES OF LOCATING A FACILITY IN THE STATE OF DELAWARE. I BELIEVE THAT A DETAILED REVIEW BY YOUR COMPANY OF THE BUSINESS FACTORS INVOLVED WOULD SATISFY YOU THAT SELECTION OF DELAWARE FOR AN AUTOMOTIVE MANUFACTURING PLANT WOULD BE MOST ADVANTAGEOUS.

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FOR EXAMPLE, WE HAVE IN DELAWARE AN ABUNDANT AND SKILLED

LABOR FORCE, IN GENERAL, AND POTENTIALLY SUITED FOR THE
MANUFACTURE OF AUTOMOBILES.

PRIOR HISTORY SHOWS THAT EVEN IN TIMES OF LOW UNEMPLOY-
MENT THE LABOR POOL AVAILABLE IN DELAWARE IS MORE THAN
ADEQUATE TO MEET EMPLOYMENT NEEDS IN MANUFACTURING.
GENERAL FOODS CORPORATION LOCATED A MAJOR PLANT IN
DELAWARE EARLY IN THE 1960'S. IN SPITE OF THE FACT THAT
EMPLOYMENT IN THE AREA WAS GOOD, IT WAS OVERWHELMED WITH
APPLICATIONS. IT SHOULD BE ADDED THAT THE EMPLOYMENT
MARKET FOR OUR STATE GOES WELL BEYOND OUR BORDERS AND
EXTENDS INTO A LARGE PORTION OF PENNSYLVANIA, NEW JERSEY,
AND MARYLAND. THE LABOR POOL IN THE AREA IS EXCELLENT.

IN ADDITION TO MAJOR AUTOMOBILE MANUFACTURE9S, CHRYSLER
AND GENERAL MOTORS, ALREADY HAVE MANUFACTURING PLANTS
IN THE AREA, SO THAT OUR WORK FORCE AND OUR CITIZENS
ARE FAMILIAR WITH YOUR INDUSTRY.

WILMINGTON PROVIDES AN EXCELLENT LOCATION FOR TRANSPOR-
TATION BOTH FOR INCOMING PARTS AND THE EXPORT OF
FINISHED PRODUCTS. IT IS LOCATED WITHIN EASY ACCESS OF
THE MAJOR MARKETS OF NEW YORK, WASHINGTON, BALTIMORE AND
PHILADELPHIA. TRANSPORTATION IS AVAILABLE IN ADEQUATE
VOLUME THROUGH RAILROADS AND HIGHWAYS. THIS IS
SUPPLEMENTED BY THE PORT OF WILMINGTON WHICH IS CAPABLE
OF HANDLING LARGE VOLUME OF COMMERCIAL SHIPPING.

IN ADDITION TO THESE ADVANTAGES ANOTHER FACTOR IS THE
PROXIMITY OF TRAINING FACILITIES FOR YOUR EMPLOYEES. THE
TECHNICAL TRAINING FACILITIES OF BOTH THE HIGH SCHOOLS
AND THE COLLEGES IN THE AREA ARE AVAILABLE AND ABLE TO
GEAR THEIR PROGRAMS TO YOUR SPECIFIC NEEDS AS A POTENTIAL
EMPLOYER. THESE FACILITIES ARE LOCATED WITHIN NO MORE
THAN THIRTY MINUTES TRAVEL TIME FROM ANY SITE YOU MAY
SELECT WITHIN THE STATE. IN THE PAST, THESE EDUCATIONAL
INSTITUTIONS HAVE EVEN GONE SO FAR AS TO ASSIST IN
SETTING UP AN ASSEMBLY LINE AND DOING TRAINING ASSOCIATED
WITH THEM.

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PERHAPS THE MOST IMPORTANT FACTOR IS THE ATTITUDE OF THE
PEOPLE OF DELAWARE TOWARD NEW MANUFACTURING BUSINESSES.
YOU WILL FIND A POSITIVE RECEPTION WITHIN THE COMMUNITY
FOR THE RESIDENTS OF OUR STATE HAVE CONSISTENTLY WEL-
COMED THE PLACEMENT OF INSTALLATIONS OF THIS NATURE

I WILL BE HAPPY TO DISCUSS THE QUESTION WITH YOU FURTHER

AND TO PREPARE FOR YOUR REVIEW A DETAILED PROSPECTUS
ON THE ADVANTAGES DELAWARE OFFERS AS AN AUTOMOTIVE

ASSEMBLY SITE. I WOULD BE PLEASED TO COME TO YOUR
CALIFORNIA OFFICE AND MAKE A PRESENTATION TO YOUR STAFF,
BUT MAY I EXTEND AN INVITATION TO YOU TO VISIT DELAWARE
AS MY GUEST, AND REVIEW FIRST-HAND THE OPPORTUNITIES OUR
STATE OFFERS? I WOULD BE HAPPY TO ACT AS YOUR HOST FOR
YOUR VISIT AND ARRANGE TRANSPORTATION, HOSPITALITY AND
SUCH TECHNICAL BRIEFINGS AS YOU MAY DESIRE.

I LOOK FORWARD TO HEARING FROM YOU. SINCERELY, PIERRE S.
DUPONT IV., MEMBER UNITED STATES CONGRESS-DELAWARE. SISCO

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